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INTEGRATING SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS IN THAILAND'S FOOD SYSTEMS

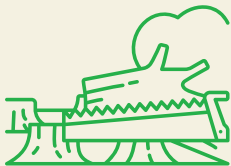
WWF Thailand commences a four-year project (2022-2026) project “**IKI SCP Phase II Project on Establishing Sustainable Consumption and Production (SCP)**”, through the support from International Climate Initiative (IKI),

The Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV), which aims at Integrating Sustainable Consumption and Production Patterns in Thailand's Food Systems.

BACKGROUND & CHALLENGES

Thailand's agri-food sector, largely fueled by industrial agriculture, is at odds with Sustainable Consumption and Production (SCP) principles. Key issues include environmental degradation from chemical use, deforestation, and soil contamination, further aggravating climate change and threatening local food security. Smaller, sustainable farms struggle against an essentially monopolistic system that hampers their growth and scale-up.

UNSUSTAINABLE AGRICULTURE



Despite growing eco-consciousness, consumers in Thailand often lack the awareness to make sustainable food choices. This disconnection between dietary habits and environmental impact limits market demand for sustainably sourced products

AGRI-BUSINESS & POLICY



Policy-makers and businesses have yet to fully embrace SCP. This missed alignment results in untapped potential for contributing to Sustainable Development Goals (SDGs) and Thailand's National Determined Contributions (NDCs) for climate action

EMERGING OPPORTUNITIES



The rising global focus on sustainability is a catalyst for change, creating a burgeoning market for food that aligns with SCP principles. As more government policies shift toward eco-friendly practices, particularly in agriculture, there's newfound momentum to transition toward a sustainable agri-food system

PROJECT OVERVIEW

Our central goal is to embed Sustainable Consumption and Production (SCP) as a foundational element in Thailand's agri-food system. This multi-stakeholder approach aims to mitigate environmental impacts, create a resilient and equitable system, and transform food system governance to benefit all. The project serves as a comprehensive strategy for food system transformation, impacting policy, business operations, consumer behavior, and community resilience.

SUSTAINABILITY



Execute a holistic transformation of the agri-food system, balancing economic, social, and environmental aspects

CLIMATE RESILIENCE



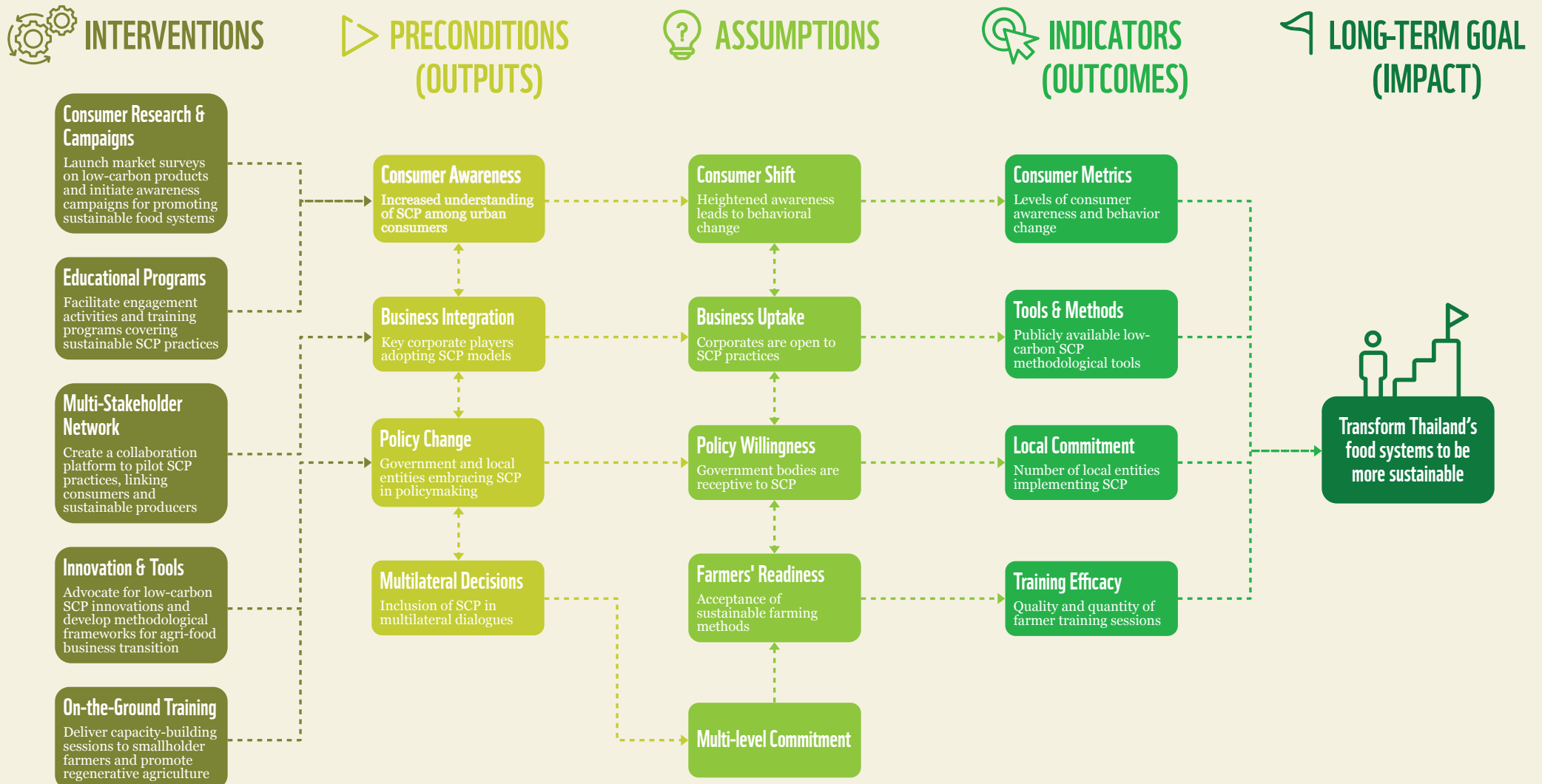
Contribute to Thailand's climate change mitigation and adaptation targets through National Determined Contributions (NDCs)

IMPROVED LIVELIHOODS



Establish a fair profit distribution in the agri-food value chain, enhancing livelihood standards

THEORY OF CHANGE: TRANSFORMING THAILAND'S AGRI-FOOD SYSTEM








Our project actively engages a diverse range of stakeholders to foster sustainable consumption and production in Thailand's food systems. Consumers will be empowered with knowledge to make environmentally conscious choices, while businesses will receive

guidance to adopt greener practices. Government entities will benefit from policy advice, aiming for more inclusive and informed decision-making. Meanwhile, local communities,

including smallholder farmers, women, and vulnerable groups, will gain skills and resources for sustainable living, fostering community resilience and social equity.

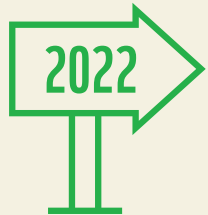
BENEFICIARY ENGAGEMENT AND PROJECTED IMPACT OVERVIEW

BENEFICIARY GROUPS	ENGAGEMENT ACTIVITIES	PROJECTED BENEFITS AND IMPACTS
 Consumers	Distribution of reliable information, impactful campaigns, and interactive learning activities to foster low-carbon consumption choices.	Better-informed consumption choices, elevated awareness of environmental impacts, and behavioral changes.
 Businesses	Guidance on adopting low-carbon SCP strategies, sourcing policies, operational practices, and innovation uptake.	Transformation towards more sustainable supply chains, better business performance through SCP adoption.
 Government Entities	Policy advisement based on showcased solutions and best practices, promotion of inclusive decision-making involving all stakeholders.	Improved, inclusive policy-making; integration of SCP practices in governmental policies and regulations.
 Local Communities & Smallholder Farmers	Collaborative projects to transition towards nature-positive agricultural practices in selected landscapes.	Widespread adaptation of sustainable farming, increased community resilience, and improved livelihoods.
 Women & Vulnerable Groups	Programs to promote gender equality and inclusivity; addressing resource access disparities and integrating gender-sensitive communication efforts.	Enhanced gender equality, better resource access, greater representation in decision-making, and improved rights and conditions.

JOURNEY OF SUSTAINABLE CONSUMPTION AND PRODUCTION IN THAILAND

In a committed effort to transition Thailand towards Sustainable Consumption and Production (SCP) practices, our multi-year project outlines a comprehensive strategy that focuses on consumers, farmers, businesses, and policymakers. From laying the foundational groundwork in 2022 to targeted advocacy and recognition in 2026, this roadmap encapsulates our key

deliverables and milestones each year. The journey begins with consumer awareness and culminates in sustainable, regulatory compliance, touching every stakeholder in the agri-food chain. Through this endeavor, we aim to not only reduce emissions and adapt to climate change but also serve as a replicable model for SCP integration globally.



Understanding and Laying the Foundation

The project's initial focus will be to raise awareness and educate urban consumers about their consumption habits and their environmental impacts. We will begin by conducting thorough market research on low-carbon, nature-positive products and SCP practices. At the same time, we will create sustainable consumption guidelines and shopping guides. Also, to measure the existing awareness and impacts of the project, we will carry out consumer surveys.

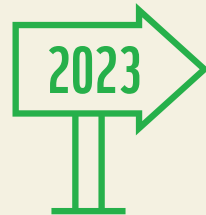
DELIVERABLES:

SCP Baseline: Research on consumer and production aspects, laying the groundwork for environmentally-conscious strategies

Multi-stakeholder Partnerships: Established collaboration via MOUs with government, businesses, and civic organizations

Sustainable Agri-Food Chain: Promoted SCP integration into agri-food value chains via the "Future Food Together" initiative

In 2023, we'll initiate SCP awareness campaign with series of activities and communication materials. Parallely, we will start developing educational programs on sustainable consumption and climate science. Our objective is to target 1000 consumers and satisfactorily train them in promoting SCP patterns, out of which we aim that more than half of them will actively use their newfound knowledge and skills in their day-to-day life. We will also start developing methodological tools for low-carbon SCP, including Low-carbon Transportation Guidelines, Single-use Food Packaging and Tableware Guidelines, and a Food Waste Reduction Manual and Initiatives.



Empowering Consumers and Building Tools

DELIVERABLES:

Youth Education: Developed educational content to foster a mindset toward sustainable food consumption

Environmental Tour: Nationwide education tour across 11 provinces

SCP Campaign: Awareness-raising activities among urban consumers

Sustainable Farming Workshops: Training sessions for farmers and knowledge exchange

Community Enterprises: Established community-based enterprises focusing on regenerative agriculture

In 2024, we'll connect together agri-food chain actors in our sustainability journey, piloting a collaboration model for SCP practices through a comprehensive value chain, from farm to table. Our focus is engaging agri-food companies for capacity building and advocating low-carbon practices. Concurrently, we'll develop sustainable agriculture measures and nature-positive guidelines for smallholder and young farmers, fostering a transformation in the agri-food sector.



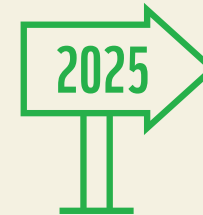
Engaging Businesses and Enhancing Sustainable Practices

DELIVERABLES:

Business Integration: Partnership with key agri-food companies for SCP implementation

Low-Carbon Advocacy: Advocacy events and materials for low-carbon business practices

Sustainable Farming Guidelines: Development of guidelines for smallholder and young farmers



Training Farmers and Assessing Impact

In 2025, our focus will be on training smallholder farmers on value chain development, organic certification, and promoting SCP agricultural production practices for communities and selected landscapes. We'll facilitate knowledge exchange among farming communities and conduct more consumer surveys to assess the project's effectiveness.

DELIVERABLES:

Farmer Training: Knowledge contents and training programs for smallholder farmer on SCP practices

Knowledge Exchange: Peer-to-peer learning platforms among farming communities

Consumer Surveys: Data collection to evaluate the adoption rate of SCP practices



Advocacy, Recognition, and Compliance

In the final year of the project, we'll put a spotlight on "SCP Farmer Champions" and promote regenerative agricultural practices into climate mitigation and community resilience strategies. Our aim is to have local entities from different stakeholder groups formally commit to dedicate resources to implement sustainable production practices. Furthermore, we'll establish functioning monitoring systems to ensure compliance with safeguards.

DELIVERABLES:

SCP Farmer Champions: Recognition and awards for farmers excelling in SCP

Knowledge Exchange: Guidelines and best practices manual

Consumer Surveys: Establishment of a system to ensure adherence to SCP standards

THANK YOU



More information